



Taste of America

American Cuisine Tickles Lebanon's Taste Buds

- 1 Taste of America exhibitors transformed a vacant storefront at CITYMALL into an American food festival.
- 2 Visitors to Taste of America watch the exploits of an American cowboy performer at Taste of America.



The first “Taste of America” exhibition, which took place on March 13-14, 2010 at CityMall, Showcased the goods and services of over 40 U.S. companies and reflected America’s irresistible cuisine and dynamic food industry. It highlighted the link between the Lebanese and American food sectors which are leaders in this domain. It also featured a number of seminars focusing on food safety and quality-assurance.

Taste of America, the second annual trade fair promoting the U.S. food industry, will take place on March 10-11, 2011 in Beirut, Lebanon. This event is hosted by the U.S. embassy’s Commercial Service and aims to spotlight the many American food products and equipment available in Lebanon as well as ways in which the U.S. is lending its expertise in the areas of food safety and quality assurance.



U.S. Ambassador to Lebanon Michele J. Sison cuts the ribbon, opening the 1st annual Taste of America exhibition on March 13, 2010.

Maher Beydoun, Vice-President of the American Chamber of Commerce (AMCHAM); Salim Zeenni, AMCHAM President; Ambassador Sison; Rony Aoun, General Manager of CITYMALL; Nada Sardouk, Director General of the Lebanese Ministry of Tourism; Naaman Tayyar, U.S. Embassy Senior Commercial Specialist.



“Taste of America” exhibitors include Alto-Sham, Baker’s Pride, Bunn-O-Matic, Frymaster, Kitchen Aid, Manitowoc, Metro, Star Manufacturing, Taylor, Wolf, Ocean Spray, Lay’s, Betty Crocker, General Mills, U.S. Meat Federation, U.S. Poultry Council, McDonald’s, Burger King, Dunkin Donuts, Apple Bee’s, Chilie’s and many others.

Taste of America will be open to all companies featuring American food-related products, equipment and services. Interested companies are requested to send an email to TasteofAmerica@state.gov.

The email should include the company’s name, contact person in the U.S., address in the U.S., contact person in Lebanon, address in Lebanon and a brief description of the company’s activities. Please note that space may be limited and priority will be given to companies on a first-come, first-serve basis.